

To: ASMI International Marketing Committee
Date: May 7, 2026
From: Nicole Alba, International Marketing Director
Re: Proposed FY27 International Program Budget

Key FY27 Budget Highlights:

- **Total budget: \$12,858,810**
 - MAP: \$4,781,710
 - AFTPP: \$3,812,600 (*out of \$6m total award, 2-year program period, through FY28*)
 - RAPP25/Tranche II: \$1,264,500 (*out of \$8.5m total award, 5-year period, through FY30*)
 - MATCH (SDPR): \$3,000,000
- Following ASMI's RAPP Tranche II award of \$8.5M in 2025, ASMI applied for AFTPP funding in January 2026 and, in late March, received an **award of \$6 million**.
- AFTPP Funding is a two-year award provided as a lump sum and will be used in FY27 and FY28.
- \$1,264,500 of RAPP TII (out of \$8.5 million) will be used in FY27.
- The remaining \$2.78 M in RAPP funds will be used in FY29 and FY30. The program period ends after FY30.
- We have received no official FAS communication about future RAPP/AFTPP Tranches.
- In FY28, the total MAP program increases from \$200M to \$400M. ASMI is waiting for the MAP27 funding opportunity (NOFO) for details.
- All ASMI regions except China are eligible for AFTPP funding. Mexico is ineligible for RAPP funding.
- In FY26, ASMI opened a marketing program in the Middle East, North Africa, and West Africa (MENAWA) region. It will continue as a trade-focused program in FY27. Considering the current conflict in the region, ASMI will remain flexible to pursue opportunities as they arise. This program is funded only by AFTPP and RAPP, both of which are multi-year programs, and unspent funds will carry over.
- In FY25, ASMI was awarded an Emerging Markets Program (EMP) grant to conduct assessments of the local seafood processors in Southeast Asia to expand potential trade opportunities, provide technical training for processors, and conduct inbound and outbound missions. The three-year project is funded at \$445,000 and will conclude on June 30, 2027. ASMI Southeast Asia will finalize the project in FY27.
- The HQ Program Operations budget includes five positions: International Director, International Marketing Manager, International Marketing & Grants Manager, International Program Coordinator, and the Assistant International Program Coordinator.
- All international program budgets, except MENAWA and Hong Kong/China, include a proposed overall increase.

The proposed FY27 budget prioritizes spending the full MAP annual award and 63% of the AFTPP award, given that we only have two years to spend it, plus allocating limited RAPP funding to specific RAPP activities not approved under MAP or AFTPP. This approach is intended to preserve RAPP for future years following the AFTPP program period and also consider a doubling of MAP starting in FY28. The proposed budget also aims to achieve a stable budget for each program.

Program	FY24	FY25	FY26	FY27	% change
Program Op	1,026,543	1,193,750	1,363,350	1,297,500	-5%
ASMI Internal	104,971	450,400	1,123,700	1,344,000	20%
Hong Kong	710,400	680,400	580,496	580,000	0%
Japan	1,329,500	1,635,000	1,534,300	1,701,000	11%
NEU	1,341,744	1,550,560	1,587,204	1,630,800	3%
WEU	789,103	911,000	911,000	1,003,000	10%
CEU	933,315	998,500	997,000	1,024,000	3%
SEU	1,847,717	1,288,207	1,244,426	1,286,310	3%
EEU	272,332	371,000	418,000	498,000	19%
Latin AM	873,728	902,600	915,000	947,000	3%
SE Asia	615,492	674,750	727,350	876,200	20%
Global	335,742	265,500	335,000	380,000	13%
Middle East		283,000	298,000	291,000	-2%
Totals	10,180,587	11,284,667	12,034,826	12,858,810	7%

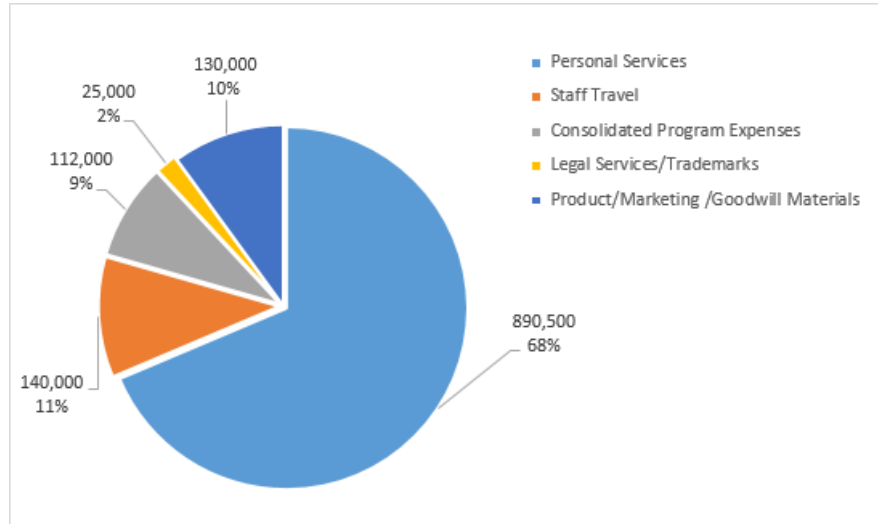
The proposed FY27 international program budget includes the full MAP annual funding of \$4.78M, \$3.8M from the two-year AFTPP program, \$1.26M from the remaining RAPP TII funds, and the board-approved SDPR allocation of \$3M.

Hong Kong & China are not eligible for AFTPP funding, and Mexico is not eligible for RAPP TII funds. Therefore, each program budget, except Hong Kong, utilizes a mix of MAP, AFTPP, MATCH, and limited RAPP funds.

**Pie charts herein do not include contractor travel or retainers.*

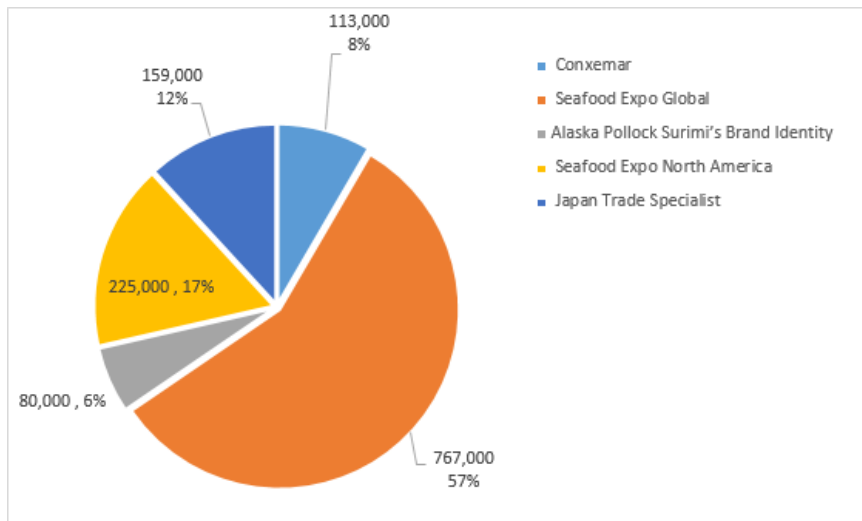
ASMI HQ Program Operations: \$1,297,500

The personal services budget for the International Program reflects five positions, all of which are filled: International Program Director, International Marketing Manager, International Marketing & Grants Manager, International Program Coordinator, and Assistant International Program Coordinator. The staff travel, consolidated program expenses, product/marketing and goodwill materials, and trademark attorney fees remain unchanged from last fiscal year.



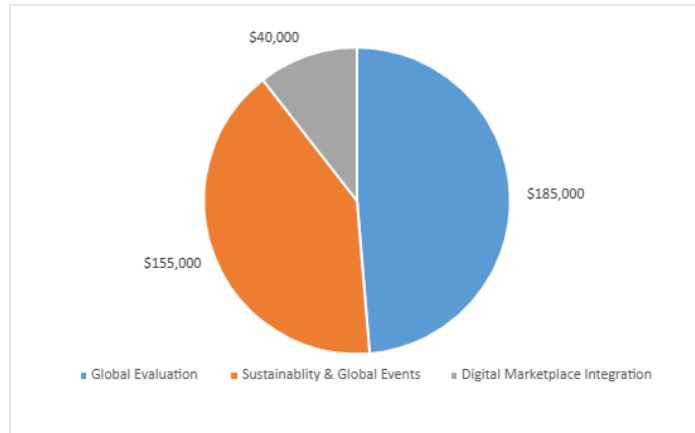
Internal Projects: \$1,344,000

Internal projects cover activities and expenditures paid directly by ASMI HQ rather than through the program budgets. The internal projects include Seafood Expo Global (SEG) and CONXEMAR stand builder and booth space contracts, part of the Seafood Expo North America (SENA) stand build and booth space. It also includes Japan trade specialist Akiko Yakata’s contract and a new AFTPP project to be managed in collaboration with ASMI Communications, “Growing Wild Alaska Pollock Surimi’s Brand Identity.” AFTPP and RAPP will cover SEG and SENA. MAP is used for Conxemar expenses.



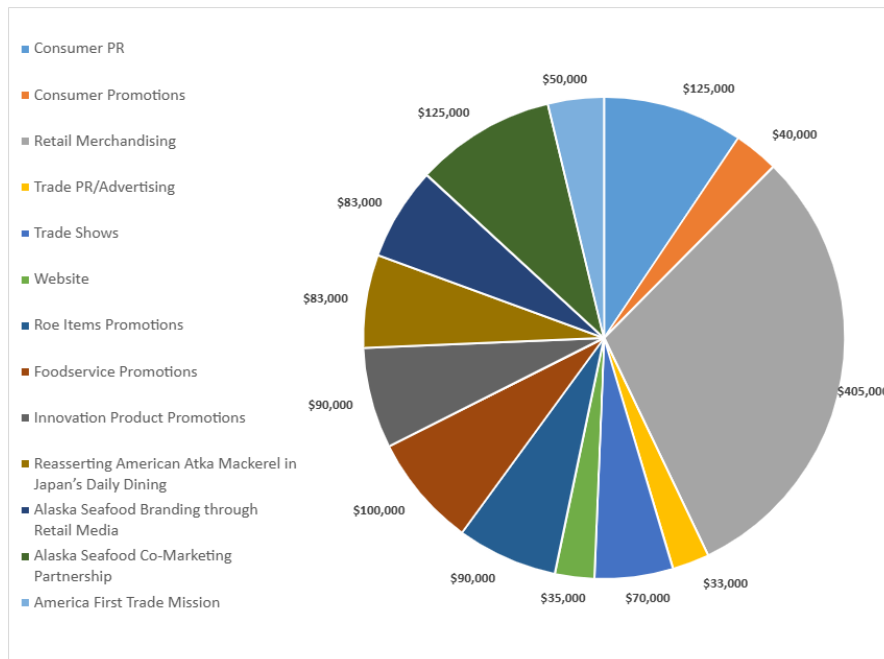
Global: \$380,000

This budget includes the contract for ASMI's Sustainability and Global Events consultant, Tricia Sanguinetti, to educate and support ASMI International with CSI certification and sustainability needs. It also covers expenses for annual consumer, trade, and HRI research, as well as mandatory audit work. Additionally, AFTPP will finance a website infrastructure project to integrate the Supplier Directory/Marketplace, which will be jointly managed by Communications and International Programs.



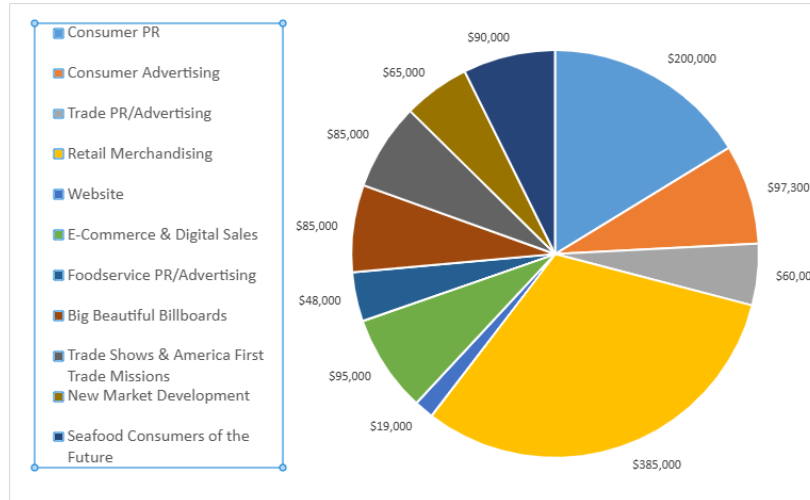
Japan: \$1,701,000

The Japan program has strong partnerships and opportunities to diversify marketing efforts and target audiences. The consumer program is well tied in with the trade program. Under AFTPP, the budget includes dedicated efforts to promote Atka Mackerel and Alaska roe products, reach consumers through retail media with convenience-sector partners, and provide co-marketing partnership opportunities for Japanese trade utilizing Alaska raw material, with a focus on surimi manufacturers.



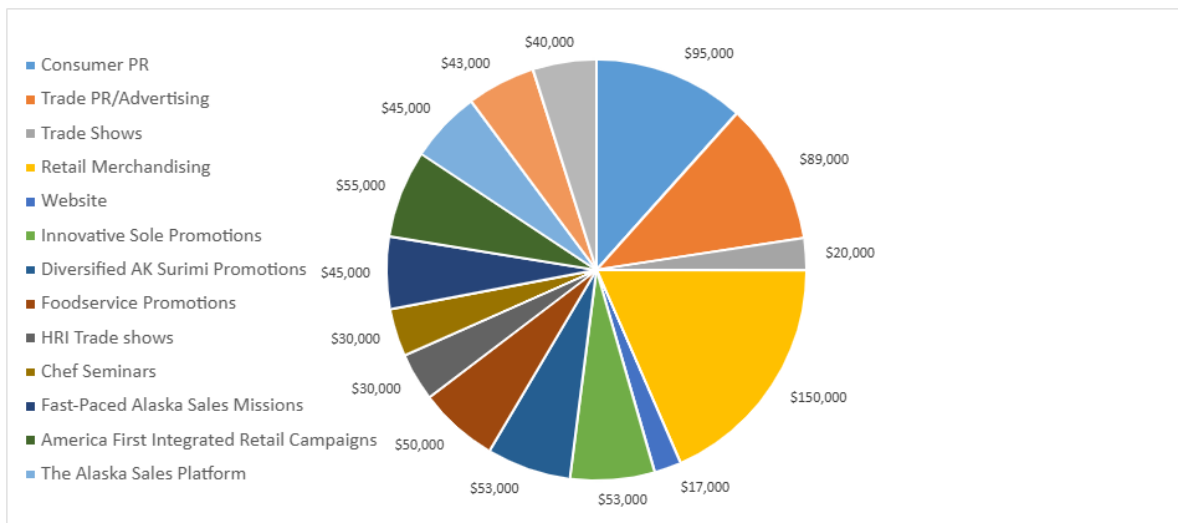
Northern Europe: \$1,630,800

This budget includes a new consumer activity under AFTPP, continuing on the success of the ‘Out of Home’ initiative – the Big Beautiful Billboards activity will increase brand awareness and motivate consumers to choose Alaska through high-profile visuals on billboards in high-traffic areas. In addition to standard retail and digital activations supported by MAP funds, the NEU program will explore opportunities in new markets, such as Iceland and Norway, under AFTPP. We will also target seafood consumers of the future, continuing to promote underutilized species such as sole and Alaska pollock to the school catering sector and supporting school programming initiatives.



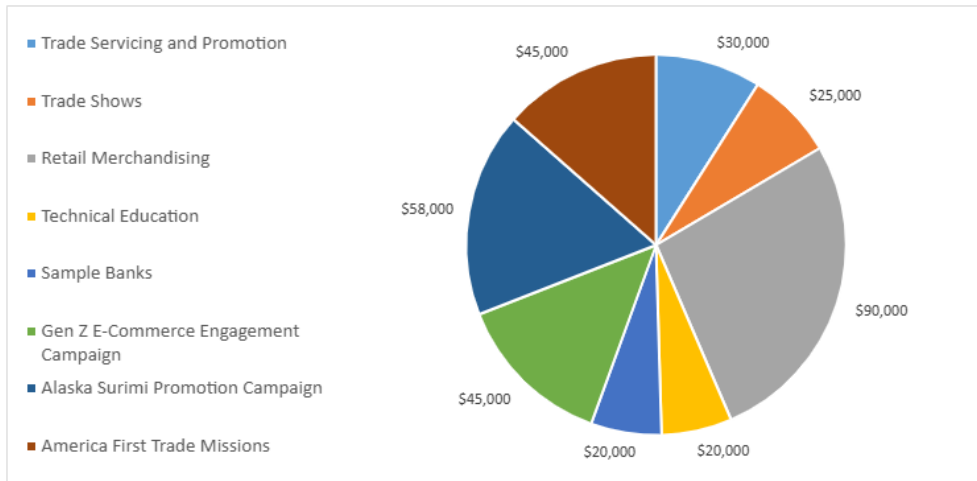
Western EU: \$1,003,000

In addition to standard retail, foodservice, and digital activations supported by MAP funds, the WEU budget is slightly increased due to AFTPP funding new initiatives, including: Alaska inbound mission, integrated retail campaigns, and an Alaska sales platform, which will develop sales events for Alaska seafood companies to connect directly with regional buyers. ASMI will also participate in in-house fairs hosted by retailers and HRI distributors and participate in a chef competition and trade show campaign with Triomphee Masse. RAPP funds are allocated specifically to sole and surimi promotions.



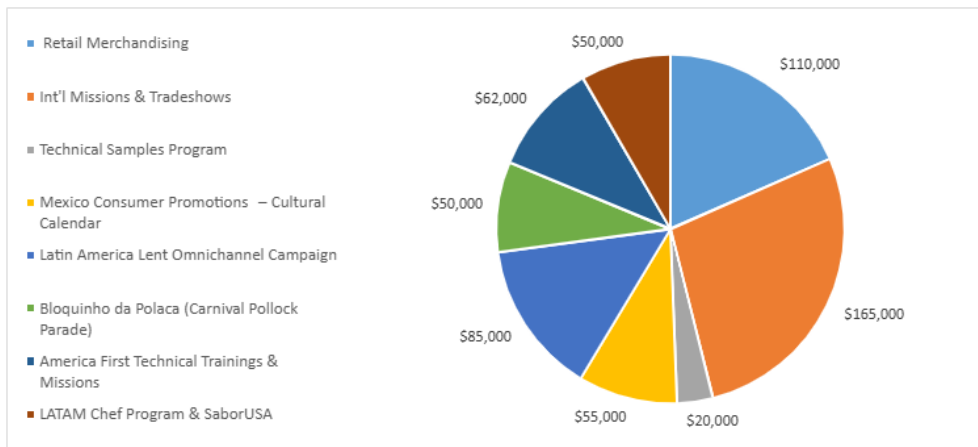
Eastern EU: \$498,000

The EEU budget was significantly reduced in FY24 due to the war, but increased in FY26 as the market has rebuilt. In FY27, the EEU program will continue to focus on retail promotions and digital and e-commerce activities targeting Gen Z, explore opportunities for Alaska seafood in countries with a Russian diaspora, and dedicate funds to promoting Alaska pollock surimi products regionally. An inbound trade mission will also be conducted in FY27.



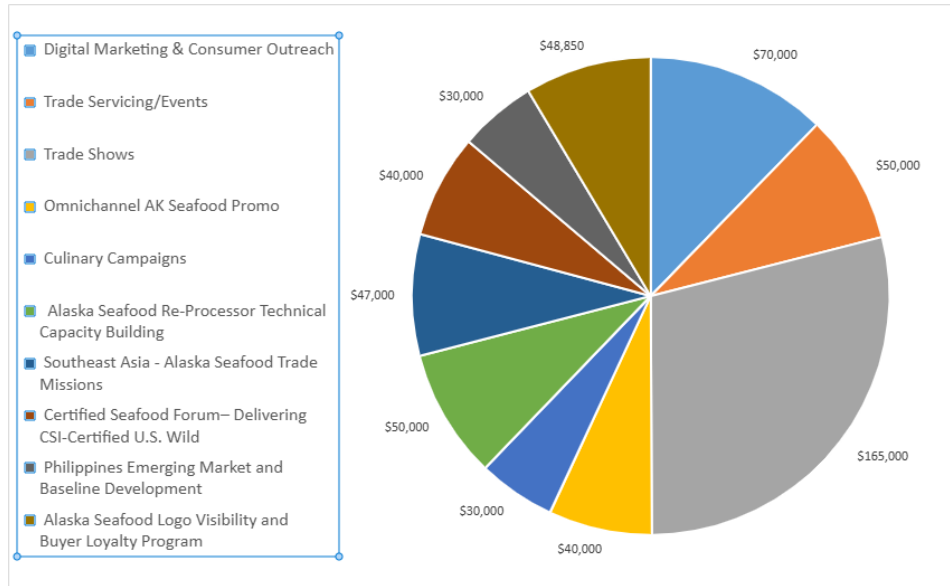
Latin America: \$947,000

AFTPP funds cover the entire region, and RAPP funds can be used in all countries, except Mexico. The budget reflects AFTPP funding for Mexico consumer promotions, dedicated funds to increase activations during the Lent season, support for the USDA Chef program, funding for technical reprocessing training and market visits, trade shows, an inbound trade mission, and ongoing consumer promotions in Brazil.



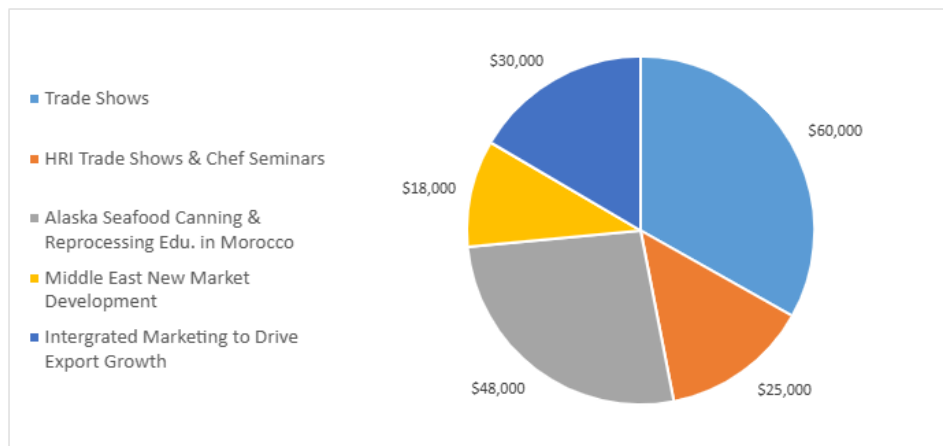
Southeast Asia: \$876,200

The FY27 budget includes funding for trade shows, trade education, an inbound mission, Philippines market research, and continued digital consumer activations. New AFTPP consumer activity to enhance logo visibility is funded, as is support for the CSI program in this priority market. The RAPP TII Culinary Campaign activity will also receive funding in FY27.



MENAWA (Middle East, North Africa, West Africa): \$291,000

ASMI launched the MENAWA program in FY26 with in-country representation. The FY27 program budget includes expenses to maintain a modest trade program with in-region representation. The budget covers participation in key regional trade shows, trade support, and processor education for Morocco. Considering the current conflict in the region, ASMI will remain flexible to pursue retail and HRI opportunities in the UAE, if applicable, but will also pursue opportunities in other, more stable countries in the region, such as Saudi Arabia. This program is funded only by AFTPP and RAPP, both of which are multi-year programs, and unspent funds will carry over.



Hong Kong/China: \$580,000

The China program was greatly reduced in FY22, and the consumer program was eliminated in FY23. The ASMI HK/China program has experienced slight reductions since then. The proposed FY27 budget includes no change from FY26. The majority of this budget covers activities in Hong Kong, except for the China Fisheries and Seafood Tradeshow. Alaska seafood exports to Hong Kong face zero duty, enjoy open market access, and benefit from Hong Kong's transparent import regime.

